GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:495
ANSWERED ON:27.07.2005
DEROGATORY DEPICTION OF INDIAN GOD
Shivanna Shri M

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether it has come to the notice of the Government that a Beer has been named `Ganesh` in United States of America recently;

(b) if so, the details thereof;

(c) whether the Indian God has been derogatorily depicted on the label of the bottle;

(d) if so, the details thereof;

(e) whether the matter has been taken up with the concerned authorities;

(f) if so, the details and outcome thereof; and

(g) the steps taken/proposed to be taken by the Government to prevent recurrence of such instances?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS(RAO INDERJIT SINGH)

(a)to(d) As per some newspaper reports on May 18, 2005, the Lost Coast brewery, a small Northern California women-owned microbrewery in Humboldt, brought out Indica India Pale Ale beer, whose label depicted Ganesh holding a beer in one of his four hands and another in his trunk.

(e)to (g) An Indian law student filed a $1 billion class action suit for emotional distress over the brewery`s depiction of Ganesh on its beer brand. Newspapers reported the brewery as stating that it would take off the shelves its Indica India Pale Ale brand, in view of the resentment shown by some Indian-American Hindus. No Indian-American organisation has brought this matter to the notice of the Indian Embassy/Consulates in the US.